

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

### Global Innovation Management (5EN2033)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master en développement international des affaires</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6
<b>Master in General Management</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6
<b>Master of Arts en innovation, orientation Innovation et société</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6
<b>Master of Law en innovation</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6
<b>Master of Science en innovation, orientation Management de la R&amp;D</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

#### Période d'enseignement:

- Semestre Printemps

#### Equipe enseignante

Prof. Dr. Emmanuelle Reuter  
Assistant Professor of Innovation Management  
Institut de l'Entreprise  
University of Neuchâtel  
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office hours: by appointment

#### Contenu

How do firms innovate? What are opportunities for innovation? How are they identified, selected and developed? What strategies can be used for successful innovation management? These are the central questions that this course seeks to address. This course aims at equipping students with the conceptual foundations of innovation management in global settings and with the practical skills that are necessary for opportunity identification, selection and development. The course continuously supports theoretical insights with real-world examples of both globally and of locally active firms. Students will lead their own real-life innovation project in a group work setting.

Upon completion of this course, students will have acquired knowledge and skills objectives. Students will be able to:

- understand the nature of the innovation process and of its successful management
- understand the principles of opportunity recognition, selection and development
- be able to use frameworks, concepts and tools for identifying and developing opportunities for innovation
- be able to analyze a firm's innovation management practices in a real-life setting

#### Forme de l'évaluation

The final assessment will be based on active in-class participation (10%), individual presentation (10%), group work (40%) and a final exam (40%). Final exam takes place during the last day of the class by the end of the semester.

Neither documents nor connected devices are permitted during the exams.

In case of violation of these rules, the students are in situation of fraud and the unauthorized items will be removed. The exam could be deemed as failed.

Retake: A written exam (2 hours) in session.

#### Documentation

A reading list will be provided prior to the first class.

#### Forme de l'enseignement

This course relies on an "active learning" approach. While one major part of the course comprises theory input (through lectures, invited experts as guest speakers, and combined with multimedia tools, such as: video illustrations), another part of the course invites students to become active in the construction of their learning process. Students are invited to take an active role in creating their own experiences through solving real-life cases, interactive in-class discussion, and independent group work.

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